

Evonik's latest product line branding positions the company as a partner to the construction industry

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With a new brand image, Evonik's Interface & Performance Business Line underscores the company's innovative power in the construction chemicals industry. The portfolio will be geared toward five important areas of activity within the construction industry, making the company's fields of expertise more readily apparent to customers. The new branding will celebrate its premiere at the European Coatings Show in Nuremberg, Germany, from April 4 – 6.

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The product portfolio encompasses a steadily growing array of liquid and powdered additives for cement admixtures, dry-mix mortars, and other industrially produced construction materials.

The primary goal of Curing Management is to customize the degree of control that customers have over the curing process for building components. It was only recently that Evonik introduced the new generation of its SITREN® brand of shrinkage reducers, in which the concentration of volatile organic compounds is extremely low, making these products especially suitable for use in interior applications.

The Airvoid Management category of products consists of additives that allow manufacturers to precisely control the distribution, size, and quantity of air voids in the finished construction material. In collaboration with one of its customers, for instance, Evonik recently developed an air entrainer that incorporates relatively large amounts of air to yield renders with exceptional insulating properties.

Protection Management products include TEGOSIVIN® CA 880, a new, integrated hydrophobizing agent offering an especially economical solution for protecting structures from water penetration. Processing aids such as defoamers and dispersing agents belong to Formulation Management. The fifth product category is Release Management, which includes release agents that can be used for easily removing formwork from building components.

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“Our in-depth technical service and close collaboration with our customers have allowed us to play an active role in shaping the future of construction chemicals,” says Dr. Anke Reinschmidt, Head of Applied Construction Technology, Interface & Performance Business Line.

The new brand launch also had a role to play here: “Our new concept clearly expresses what we have been putting into practice on the market for many years now—absolute technical expertise combined with an exceptional degree of focus on the customer,” says Elke Maas, market manager for Construction, Interface & Performance Business Line. “Yet at the same time, it’s also a little bit bold and much more modern.”



Caption:
With a new brand image, Evonik’s Interface & Performance Business Line underscores the company’s innovative power in the construction chemicals industry.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world with more than 35,000 employees. In fiscal 2016 the enterprise generated sales of around €12,7 billion and an operating profit (adjusted EBITDA) of about €2.165 billion.

About Nutrition & Care

The Nutrition & Care segment is led by Evonik Nutrition & Care GmbH and contributes to fulfilling basic human needs. That includes applications for everyday consumer goods as well as animal nutrition and health care. This segment employed about 7,500 employees, and generated sales of around €4.3 billion in 2016.

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